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This just in

## 2 Olsens, 10 reasons for success

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USA TODAY

**Mary-Kate and Ashley Olsen** have been in showbiz for 14 of their 14½ years. The Queens of Tweens — that's MK+A to your daughters — run an empire spanning movies, music, books, TV, Internet, clothing and even dolls. And unlike many child actors who quickly fade to oblivion, here are 10 reasons why Mary-Kate and Ashley Olsen are here to stay:

1. In the tradition of Martha and Oprah, the Olsen twins are launching *Mary-Kate and Ashley Magazine* next week. Unlike most tween magazines that focus on boys and makeup, the twins' glossy bimonthly features serious articles on such topics as media portrayals of women, investing and female politicians. "Normal teen magazines make you feel ugly," says Ashley. "This is more a lifetime magazine than fashion magazine. But it still has fashion." But why should a 13-year-old girl read about body image and mutual funds? "Our magazine makes you feel good about yourselves," says Ashley. "Other magazines don't. They put you down."

2. *Winning London*, their latest direct-to-video movie, hits stores Tuesday. The girls film an average of one movie a year. All told, their videos have sold 22 million copies. The Olsens eventually want to go into directing, "when we're WAY older," says Ashley.



3. They star in a Fox Family Channel sitcom, *So Little Time*, premiering this summer. "It's about two girls who live in Malibu, their parents are fashion designers and we have a nanny — a male nanny," Ashley says.

4. They'll have their own Saturday cartoon on ABC this fall.

5. The hip dressers have their own line of clothing at Wal-Mart, heavy into Capri pants and belly-baring tops. "We're very involved in picking the clothing we want to see next season," says Ashley. But don't expect any Britney Spears-type outfits. Adds Mary-Kate, "Because (girls copy us), we're not going to dress risqué. We just don't like that stuff."

6. And speaking of Britney, the MK+A fashion dolls are outselling Britney's own action figure. The twins' latest, *Movie Magic Fashion Dolls*, hit stores this week.

7. *Winner's Circle*, an equestrian-themed video game, is the hottest-selling game among girls for both Game Boy and PlayStation 2. But good luck trying to find a PlayStation 2 console. "I horseback ride, but Ashley doesn't. She hates to get dirty," says Mary-Kate.

8. Their line of ghostwritten books, *Two of a Kind* and the *New Adventures of Mary-Kate & Ashley*, have sold 30 million copies. The newest titles hit stores Tuesday.

9. And did we mention an annual fan cruise? The twins' Cool Caribbean Cruise sails June 1-8.



**Cover girls:** Ashley, left, and Mary-Kate Olsen oversee a growing media empire.

10. One place you won't see them is the supermarket tabloids, where many child actors' careers end up. "Basically we're good girls, so we're not going to go run off and do something bad," says Ashley. "We don't have to avoid getting in trouble because honestly we're not bad kids," says Mary-Kate. They're in control of a multimillion-dollar empire, but the girls stay grounded with normal teen routines like shopping and dating. Ashley has a boyfriend; Mary-Kate does not. "We go to a normal school," says Ashley. "On weekends we hang out with friends, go to movies, go to dinner. We're just like normal kids. We're just on TV sometimes."

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